




## INFORMATION REPORT

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	February 28, 2020
<b>SUBJECT:</b>	Financial Impacts of Parking Rate Increases (PED19238(b))
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
<b>SIGNATURE:</b>	

On November 19, 2019, Report PED19238 provided a preliminary estimate of the revenue impacts of increases in on-street meter rates, off-street parking rates, weekend parking payment, parking penalties and modified parking lot operations. This Report was followed by an Information Update on November 27, 2019 which provided additional information on off-street parking rates. On February 4, 2020, Report PED19238(a) provided a more detailed assessment of some of the potential fee and rate increases, as well as initial feedback on consultation with the BIAs.

The purpose of this Information Update is to provide a consolidated summary of the potential parking rate increases and associated revenue impacts contained in those reports. This summary was requested of staff at the General Issues Committee meeting on February 24, 2020.

Category	Scenario	Net Revenue Impacts (Annual)
On-street meter rates	25 cent increase	\$280 K
	50 cent increase	\$560 K
	Weekend Parking Payment	\$40 K

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

**SUBJECT: Financial Impacts of Parking Rate Increases (City Wide) - Page 2 of 2**

Category	Scenario	Net Revenue Impacts (Annual)
Off-street parking rates	Increase to \$3/hr and \$12/day in downtown parkades and lots	\$376 K
	\$10/month increase in monthly permits	\$306 K
Parking Penalties	Increase parking penalties to a level equal to comparator municipalities	\$383 K

The above estimates reflect the annual impacts. It is estimated that for 2020, most of the changes could be implemented with a three-month lead time.

If you have any questions regarding the above, please contact Brian Hollingworth at Ext. 2953 or via e-mail.

**APPENDICES AND SCHEDULES ATTACHED**

N/A

BH:cr